



PORTUGAL – **APQ** – Portuguese Association for Quality :

In Portugal, we celebrate the Quality Day 2021 with our [45th Quality Colloquium](#), under the theme “**Quality in the Era of Digital Transformation**”.



[The Quality Colloquium, an annual event organised by APQ](#), will take place on **11 November 2021**, the date that this year is internationally agreed as World Quality Day. In this, its 45th edition, the Colloquium’s main theme is “Quality in the Era of Digital Transformation” and it will be held in a hybrid format – in-person in Lisbon, at LISPOLIS and broadcast online.

In the tradition of previous editions, the Colloquium is an opportunity for participants to **get in touch with national and international experiences and good practices** and debate current themes of Quality and Organisational Excellence, in this year marked by truly exceptional adversities, which impose increased demands also on Quality professionals.

What is the role of Quality in the digital transformation process that is taking place? What are the latest developments in this area? Are the Quality Tools, as we know them, adequate for digital contexts? What are Portuguese organisations doing in **the context of Quality 4.0**? What is the strategy for Quality 4.0, both in the national and international context?

These and other questions will be discussed and shared. This event is open to all organisations and professionals in the area of Quality and Excellence, from top decision makers, Quality managers, consultants, auditors, certifiers, assessors, teachers and students, who aim to achieve exceptional and lasting performance. At the same time, they take this opportunity to establish contacts, access best practices and prove their impact.

We are certain that this will be an event of the utmost relevance for organisations and professionals who favour Quality and Excellence as factors for growth and sustained competitiveness.

Don’t miss this opportunity!